

Click image to zoom in.





Lights Covina Action

Ladies and Gentlemen, presenting:
COVINA: A TRUE ORIGINAL

Original is the new watchword for business development in the 21st century, and Covina has it! While the instant suburbs of the latter parts of the last century scramble to create faux town centers, Covina offers retailers and businesses an authentic Downtown environment with an accessible, hometown feel.

Covina is the premier location for distinctive and unique restaurants and retailers that have made it the entertainment center for the San Gabriel Valley. Upscale restaurants, nightlife, live theater, and destination shopping unite for a lively and animated ambience. This sought-after environment is at the heart of a community with its roots in the citrus boom that made early California the Nation's leading destination. Covina continues to fulfill California's vision of progressive and environmentally conscious communities ensuring a safer, cleaner and greener future. The welcoming Downtown offers development opportunities for increased densities with a transit-oriented emphasis adjacent to Covina's Metrolink Station.

Azusa Avenue and South Citrus Avenue offer retailers larger footprints and opportunities to capture seriously under-served markets to the North and East. Up-and-coming Shoppers Lane, located at the southern end of Citrus Avenue, features many service and restaurant destinations.

Covina is a draw for major retailers, and gets top marks from businesses for a number of reasons. For retailers such as IKEA, Wal Mart, Bert's Mega Mall, and Howard's TV and Appliance, Covina and the surrounding area offer demographics with cultural diversity and strong household incomes. Covina is a safe, desirable city with a population of 47,860 who frequent the City's local restaurants, coffee shops, and retailers in historic Downtown Covina. Downtown has become a regional location to enjoy gastropubs, eclectic restaurants, night time entertainment, and cultural events such as beer and wine walks, art walks, and the annual Thunderfest Music and Car Festival.

The thriving auto center features major manufacturers including Sage Covina Chevrolet, Covina Valley Kia, Reynolds's Buick-GMC, Thomas Acura, and Bozzant Volkswagen while major industrial and manufacturing businesses benefit from Covina's access to major transportation facilities and central location.

Covina businesses also enjoy high quality public services in some of the safest, most desirable cities in Los Angeles County. With its reputation as a safe, business-friendly environment with traditional values, Covina is an extraordinary place to operate a business.

So Come One, Come All...



DEMOGRAPHIC CHARACTERISTICS - 2014

CHARACTERISTIC	1 MILE	3 MILE	5 MILE
Population	16,029	193,749	406,748
Median Age	35.5	34.9	35
Population growth between 2010 - 2014	1.5%	1.8%	1.6%
Income			
Average Household	\$68,200	\$77,541	\$61,558
Median Household	\$54,217	\$62,057	\$63,682
Per Capita	\$32,260	\$33,307	\$23,671
Education			
Total Population	8,734	96,350	122,676
Elementary School Grad	2,194	9,327	12,427
High School Grad	4,220	43,881	57,209
Postsecondary Attainment (25+ years)			
Less than High School	19.3%	18.0%	21.9%
High School or Equivalent	29.2%	26.9%	24.2%
Some College / Associate Degree	18.6%	22.0%	30.7%
Bachelor's Degree or Higher	21.2%	21.2%	23.8%
Unemployment (unemployed/total pop)			
White Collar Occupations	60.2%	57.0%	55.8%
Blue Collar Occupations	39.2%	42.9%	44.2%
Service Occupations	19.6%	18.7%	18.3%
Manufacturing/Production Occupations	0.1%	0.2%	0.6%
Resolving Stock			
Total Units	8,025	16,070	127,808
Owner Occupied	44.8%	39.0%	42.8%
Renter Occupied	49.8%	59.0%	57.2%
Vacant	5.2%	4.2%	4.0%
Median Value	\$348,084	\$402,117	\$327,286

5 MILE RADIUS

Summary Demographics	2014 Population	2014 Households	2014 Median Household Income	2014 Per Capita Income
Industry Summary	N/A/5%	2/10business		
Total Retail Trade and Food & Drink	44,461,722	2,754		
Total Retail Trade	44,440	2,200		
Total Food & Drink	722	544		
Motor Vehicle & Parts Dealers	NA/5%	2/10business		
Motor Vehicle & Parts Dealers	441	211	\$770.1	
General Merchandise Stores	402	76	\$446.2	
Appliance Stores, Hobby, Book & Music Stores	401	113	\$428.7	
Arts and Crafts Stores	404	78	\$791.3	
Food Services & Drinking Places	722	544	\$707.1	
Electronics & Appliance Stores	442	119	\$24.4	

RETAIL TRADE MARKET PROFILE - 2014

NOTE: Negative retail gaps occur when demand exceeds supply.

Directed by...
DOWNTOWN COVINA

Newly revitalized Downtown Covina offers unique opportunities for retailers and restaurants with an entertainment emphasis. Beautifully restored building facades add to the charming character of the area and provide a pleasing backdrop for those who stroll through the welcoming streets. Newly constructed town homes provide commuters with an option to leave their cars behind and commute to work from the Covina Metrolink Station, just a few blocks away.

Many boutique restaurants are available for local Downtown dwellers to dine. Performances are enjoyed at the beautifully restored Covina Center for the Performing Arts. Live entertainment venues complete the picture. Millennial-minded businesses have proven their ability to draw 13-35 year-olds from a super-regional area. Inviting coffee houses, hobby, skateboard, and vintage apparel shops provide appealing settings for these individuals.

From...
CITRUS AVENUE RETAIL CORRIDOR Studios

The Citrus Avenue retail corridor offers destination retailers with larger footprints and excellent locations between the I-10 and Covina's growing Downtown. Development sites from 2 to 10 acres are available. Ideal uses include electronics, clothing, and sporting goods. In addition, synergies with existing auto dealers make the area attractive for new destination brand auto dealers, and alternative fuel or fuel-efficient brands.



SHOPPERS LANE

Experiencing a renaissance over the last three years, the Shoppers Lane district offers a variety of retail and services with a retro flair. From a nostalgic coffee shop and Georgia's Bun 'N' Burger to delectable Mexican cuisine found at Fonda Don Chon's, there are many choices for the curious "foodie." You can also dine at House of Benny, Palermo's and Backboard BBQ for inviting comfort food. The area is also well served with service-oriented businesses like appliance repair, shoe repair, a glass company, travel agency and legal services as well as martial arts and music lessons.

An...
AZUSA AVENUE RETAIL CORRIDOR Production

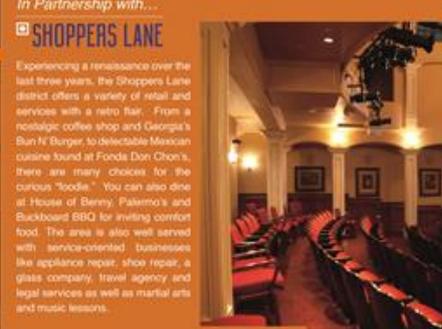
Azusa Avenue is known for destination retailers that include Guitar Center and Bert's Mega Mall - the nation's largest motorcycle, watercraft and ATV superstore. The Corridor also has entertainment draws such as the newly opened Sky Zone, Outback Steakhouse and the AMC 30 - the San Gabriel Valley's largest movie complex.

Azusa Avenue has opportunities for a major electronics retailer, warehouse or club store. Smaller units suitable for sporting goods, large footprint clothing retailers, or specialty food and drink outlets are available at the 2,500-15,000 square foot size.

In Association with...
GRAND AVENUE RETAIL CORRIDOR

The Grand Avenue retail corridor provides retailers with smaller shopping center units available at the 1,500-15,000 square foot size. Further opportunities within the innovative Covina Technology Center provide light industrial and manufacturing users with footprints in the 10,000 square foot range.

In Partnership with...
SHOPPERS LANE



Featuring...
LOCAL GOVERNMENT ASSISTANCE

The City of Covina is ready to assist businesses with Onbudgetman help to ensure a streamlined entitlement and permit process for your project. In addition, Covina also offers an Economic Development Loan/Grant Program to assist in the attraction and retention of qualifying businesses in commercial locations.

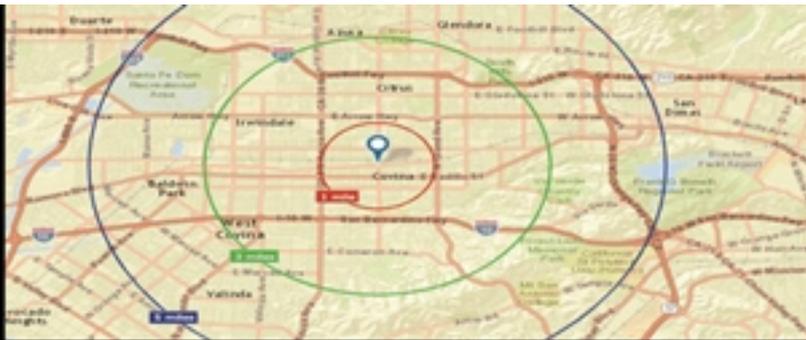
The program, funded through federal/Community Development Block Grant (CDBG) funds, acts to create permanent jobs. The assistance is currently designed as a forgivable loan. Eligible businesses include: new retail and commercial businesses, quality food establishments, art gallery and supply businesses, high-tech industrial and manufacturing uses, medical and dental uses, and qualifying e-businesses.

Also Featuring...
WORKFORCE

Over 35% of Covina residents have attended college, with nearly one-quarter of them obtaining a Bachelor's degree or higher. The workforce is 60% white collar and approximately 21% are employed in management, business, financial operations, education and healthcare. These employees represent a considerable resource to firms seeking to locate to Covina. Almost 50% of Covina's workforce commutes more than 30 minutes outside the community.

And Starring...
COMMUNITY

Covina's combination of history and foresight means residents may choose from a full range of housing opportunities, from equestrian and executive home properties to unique historic and Mission-revival homes where families can find space to grow in peaceful neighborhoods. Young professionals can choose town homes within walking distance of the commuter rail station. Covina is a place where community matters, with local agencies committed to the quality of schools, parks, the library, and quality of life programs.



DEMOGRAPHIC CHARACTERISTICS - 2014

CHARACTERISTIC	1 MILE	3 MILE	5 MILE
Population	25,918	191,148	428,158
Median Age	35.5	34.9	35
Population growth between 2010 – 2014	1.5%	1.6%	1.6%
Income			
Average Household	\$68,092	\$77,841	\$81,959
Median Household	\$54,227	\$62,057	\$63,662
Per Capita	\$23,268	\$23,507	\$23,871
Households			
Total Households	8,734	56,550	122,876
Average Household Size	2.94	3.32	3.42
Family Households	6,233	43,991	97,909
Educational Attainment (population 25+ years)			
Less than High School	16.5%	19.0%	21.0%
High School or Equivalent	25.7%	26.9%	24.3%
Some College / Associate's Degree	36.6%	32.9%	30.7%
Bachelor's Degree or Higher	21.2%	21.3%	23.8%
Resident Employment (population 16+ years)			
White Collar Occupations	60.9%	57.8%	58.6%
Blue Collar Occupations	20.5%	22.5%	22.9%
Service Occupations	18.6%	19.7%	18.5%
Farming/Forestry/Fishing Occupations	0.1%	0.5%	0.4%
Housing Stock			
Total Units	9,225	59,070	127,936
Owner Occupied	44.8%	59.9%	62.8%
Renter Occupied	49.8%	35.8%	33.2%
Vacant	5.3%	4.3%	4.0%
Median Value	\$349,084	\$347,577	\$357,295

RETAIL TRADE MARKET PROFILE - 2014

5 MILE RADIUS			
Summary Demographics			
2014 Population	428,158		
2014 Households	122,876		
2014 Median Disposable Income	\$52,862		
2014 Per Capita Income	\$23,871		
Industry Summary			
	NAICS	# of Businesses	
Total Retail Trade and Food & Drink	44-45, 722	2,754	
Total Retail Trade	44-45	2,209	
Total Food & Drink	722	544	
Under-Served (based on highest surplus factors)			
	NAICS	# of Businesses	Retail Gap (\$ millions)
Motor Vehicle & Parts Dealers	441	211	-\$770.1
General Merchandise Stores	452	76	-\$498.2
Sporting Goods, Hobby, Book & Music Stores	451	173	-\$58.7
Nonstore Retailers	454	78	-\$191.3
Food Services & Drinking Places	722	544	-\$157.1
Electronics & Appliance Stores	443	119	-\$24.4

NOTE: Negative retail gaps occur when demand exceeds supply.

[View High Resolution](#)